



CITY OF DALLAS
Urban Renewal Advisory Committee
Dallas City Hall
187 SE Court Street, Dallas, Oregon 97338
Tuesday, May 7, 2013 – 5:30 p.m.

1 **MINUTES**

2 Members Present: Chair David Shein, Jim Fairchild, Nancy Adams, LaVonne Wilson, Randy Hunter,
3 Ken Jacroux, Chelsea Pope, Rich Rohde, and Joe Koubek.

4 Also Present: Mayor Brian Dalton and Shari Stuart, of Oregon Main Street.

5 Absent: Craig Pope.

6 Staff: Community Development Director Jason Locke and Recording Secretary Patti
7 Senger.

8 **CALL TO ORDER**

9 Chair David Shein called the meeting to order at 5:31 p.m.

10 **APPROVAL OF MINUTES**

11 The minutes of the April 2, 2013 meeting were presented. Chelsea Pope noted that she was listed in
12 attendance and was actually absent. The minutes were accepted with the noted correction.

13 **PUBLIC COMMENTS**

14 There were none.

15 **OLD BUSINESS**

16 There was none.

17 **NEW BUSINESS**

18 Jason Locke reported that the FY 2013/14 Urban Renewal Budget had been presented to the Budget
19 Committee the previous evening and a copy was included in the agenda packet. He reviewed the
20 budget and noted some of the expenditure items were larger than in previous years. It included the
21 purchase of the old Armory site for \$120,000 plus closing costs and the 800-900 block of Main Street
22 project with a preliminary engineer's estimate of \$750,000. He pointed out the Façade Grant Program
23 had \$40,000 included in the budget and was ready to proceed. He mentioned that there was
24 \$1,112,000 in debt service for FY 2013/14 to pay for the Main Street project. Mr. Locke explained that
25 the budget was more detailed than in the past with line items broken out the way they should be. He
26 summarized it was transparent and straightforward, easy for people to understand.

27 Ken Jacroux asked about the \$5,000 in materials and services and Mr. Locke explained that it was set
28 aside for an architect for 800-900 block of Main Street project. Mr. Koubek asked about the \$0.00
29 amount listed in previous years and Mr. Locke stated that in the past the consulting fees were included
30 in special projects. Rich Rohde motioned that the FY 2013/14 Urban Renewal Budget be forwarded to

the Urban Renewal Agency Board of Directors for approval. It was duly seconded and the motion carried unanimously.

OREGON MAIN STREET PRESENTATION

Mr. Locke introduced Shari Stuart who made a presentation to the Committee. She reported that Dallas had entered the Oregon Main Street program at the “Explorer” level and reviewed her background and the history of the program. She explained that downtown revitalization could include industrial and commercial business recruitment. Larger employers look to the downtown area to see how the community functions and how people interact. She added a personal comment that Dallas feels nice and friendly.

Ms. Stuart discussed the importance of downtown being the heart of a community. It provided a number of jobs and could be considered a major employer. It had the potential of being a shopping center, a tourist draw, and provided a sense of who the community was. She explained in addition to fixing up the downtown, it also needed to be filled up.

Ms. Stuart explained the program used a four-point approach that included organization, design, economic restructuring, and promotion. The organization portion included the formation of a committee. It could be a non-profit group or incorporated into part of an existing committee or business association. She discussed design elements that improved the look of a downtown and encouraged sign improvements because they have an impact on the business district. She explained that they provided technical assistance and workshops for business owners to help with visual merchandising and window displays. They would look at ways to strengthen the district’s economic base and provide market analysis and business assistance. The downtown needed to be promoted to bring people in to the community for social, cultural, and economic reasons. She suggested development of an activities calendar to pull people in such as chocolate walks, wine walks, and first Friday art walks. She explained that an important element of marketing is branding and projecting the image of the district. Ms. Stuart reminded the Committee that these are all free services.

Ron Foggin commented that studies showed that when outdoor seating was added there would be an increase of the number of people gathering in those areas. He asked if there was information to back-up the idea that trees were a draw. Ms. Stuart mentioned a University of Washington study that demonstrated the economic benefit of trees. There was discussion about planting the right types of trees.

Mr. Locke mentioned the purpose of the Urban Renewal Program was making a public investment to stimulate private investment. Initially, the public investment is four dollars to one. As things got stronger, the gap would narrow and eventually flip.

Jim Fairchild commented on the “Our Dallas 2030” visioning project that involved branding and suggested working with that. Joe Koubek noted that some property owners would not participate. Ms. Stuart explained the benefit of working with those who were willing and later the others would follow.

Bob Brixius stated that Dallas participated in the Main Street project in the 1980s. He explained there was a grant program and that the property owners were the downfall of the program. The non-business owners and the non-retail businesses didn’t see that the improvements would help. He asked where the local funding would come from. Ms. Stuart stated that successful programs pulled from a mixed bag on funding. Some were grass roots, some had strong city financial support, and some had strong events and activities. She preferred a ratio of 30% downtown business, 30% key individuals

73 or employers, 30% local government, and 10% from local events. She mentioned grants were not
74 sustaining and recommended using those for specific projects.

75 Rich Rohde noted there were many vacant buildings and asked what they could do to help bring
76 businesses to town. Ms. Stuart stated they did not help with recruiting but could provide a market
77 analysis to understand what type of business would thrive in specific locations, discuss incentives, and
78 help map out a strategy to do bring in business.

79 Joe Koubek asked about the advantages of establishing a historical district. Ms. Stuart stated that the
80 National Register in and of itself is honorary and that they do not tell you what to do with your building.
81 She mentioned it could be a marketing tool and there are guidelines for tax credits. She explained that a
82 local district certified by the local government would have more teeth and their office could help
83 establish it. Ms. Stuart mentioned the National Registry would give the local district credibility.

84 **ADJOURNMENT**

85 The meeting adjourned from City Hall at 6:40 p.m.